



**GLENDALE CITY COUNCIL WORKSHOP SESSION**  
**Council Chambers – Workshop Room**  
**5850 West Glendale Avenue**  
**September 18, 2007**  
**1:30 p.m.**

**WORKSHOP SESSION**

1. [SUPER BOWL PLANNING UPDATE](#) – 20 MINUTES
2. [SPECIAL EVENTS ORDINANCE](#) – 30 MINUTES

**CITY MANAGER’S REPORT**

**This report allows the City Manager to update the City Council about issues raised by the public during Business from the Floor at previous Council meetings or to provide Council with a response to inquiries raised at previous meetings by Council members. The City Council may only acknowledge the contents to this report and is prohibited by state law from discussing or acting on any of the items presented by the City Manager since they are not itemized on the Council Workshop Agenda.**

**COUNCIL COMMENTS AND SUGGESTIONS**

**EXECUTIVE SESSION**

1. LEGAL MATTERS
  - A. The City Council will meet with the City Attorney for legal advice, discussion and consultation regarding the city’s position in pending and contemplated litigation, including settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §§38-431.03 (A)(3)(4)).

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (i) discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- (ii) discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03 (A)(2));
- (iii) discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03 (A)(3));
- (iv) discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. §38-431.03 (A)(4));
- (v) discussion or consultation with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03 (A)(5)); or
- (vi) discussing or consulting with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03 (A)(7)).

**Confidentiality Requirements Pursuant to A.R.S. §38-431.03 (C)(D):** Any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the City Council, or as otherwise ordered by a court of competent jurisdiction.



CITY OF GLENDALE

# Council Communication

## Workshop Agenda

09/18/2007

Item No. 1

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Cathy Gorham, Director of City Manager Relations

SUBJECT: **SUPER BOWL PLANNING UPDATE**

### *Purpose*

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- This is an opportunity to provide the City Council with an update on the city's preparations for Super Bowl XLII to be held on February 3, 2008 at the University of Phoenix Stadium in Glendale.

### *Council Strategic Goals or Key Objectives Addressed*

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- The mega events strategic plan, presented to Council in October 2005, included objectives related to one community focused on public safety for citizens and visitors, maintaining the provision of quality services to citizens while events are taking place, quality economic development and strong neighborhoods.

### *Background*

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- In June 2005, the City Manager's Office created a citywide mega events planning team with representatives from all departments.
- Team members were asked to develop work plans that identified capital projects needed to be completed prior to the events, associated costs and whether they were already funded. Departments were also asked to identify service delivery goals and responsibilities related to the mega events and any outstanding critical issues.
- A mega events strategic plan was developed and presented to Council on October 18, 2005.
- Planning priorities for the stadium opening and its first year of activities, the Fiesta Bowl, the BCS Game and the upcoming Super Bowl have remained consistent and include:

- Public Safety (law enforcement, emergency response and management, and security)
- Transportation (optimal connectivity, ingress/egress, signage, airport)
- Beautification (streetscapes)
- Outreach and engagement (citizens, neighborhoods, business community, media and mega event partners and stakeholders)

## *Previous Council/Staff Actions*

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- Periodic written reports on mega events efforts have been provided to the Council since November 2005.
- Staff updated the Council on the city's mega events planning efforts at the May 16, 2006 workshop.
- Staff and Councilmembers have participated on one or more research trips to Super Bowls in Houston, Jacksonville, Detroit and Miami where behind the scenes operational meetings and tours were conducted. The city has also included staff from other host cities, state and county agencies, Valley municipalities, and health care and non-profit organizations to participate in planning and training sessions related to mega events.

## *Community Benefit*

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- The focus of the city's planning efforts related to these events is to work to ensure the best possible visitor experience for event guests from throughout the world, while maintaining the delivery of quality public services to our own residents, businesses and community as a whole.
- The Council's vision for the western area of Glendale has been one of capitalizing on opportunities to fuel economic growth and to create a "destination" unlike any other in the state. The continued development of the sports and family entertainment district results in revenues to the city that will help sustain its ability to deliver quality public services to existing and future residents and businesses.
- By securing events like the Super Bowl and Cactus League baseball, additional new private investment in western Glendale is on the increase and land prices have appreciated significantly.
- By the 2008 Super Bowl, the city will have increased its number of hotels by nine adding 1,267 rooms to its past inventory of 451.
- Through comprehensive planning and the completion of critical infrastructure, Glendale residents will benefit from the city's efforts to provide a safe, accessible and livable experience during these mass gatherings.

- The new Public Safety Training Facility and Emergency Operations Center are open and functioning and have been helpful for planning, training and staging activities related to mega events. More importantly, these multi-agency, top of the line facilities are housed permanently in Glendale to ensure the city's public safety personnel have the best resources available to serve our own community.
- The Media Expo Hall, Conference Center and parking structure at Westgate were constructed with long-term benefits for the community. Glendale 11 will now have an up-to-date facility in which to produce the highest quality local programming available. The expo hall and conference facility added much needed space for the increased interest expressed by organizations wanting to host conferences and activities at a location where lodging, entertainment and dining are within walking distance.

## *Public Input*

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- The City Council appointed a 13-member Ad-Hoc Event Advisory Committee with representation from throughout the city, the high impact areas identified in October 2005 and the business community. The committee meets the third Monday of each month as necessary to discuss and provide input and feedback on the city's mega events planning efforts. Chair John Stern and Vice Chair Mike Nave will be present at the workshop to discuss their new community pride initiative and the recognition of volunteer activities occurring in Glendale from October 2007 – March 2008.
- The Glendale's Got Game website continues to be updated regularly with timely information, links and interactive features.
- A new Glendale Greeter program has been created to strengthen the number of opportunities for our own residents and businesses to volunteer to assist with city festivals and mega events. The focus of the program is on guest relations and includes a 3.5 hour training session that includes representation from some of our newest private stakeholders also needing volunteers for guest relations: Westgate, Jobing.com Arena, and the University of Phoenix Stadium.
- City staff worked with the Arizona Super Bowl Host Committee to promote its Emerging Business Program and workshops and targeted mailings to businesses in Glendale and the West Valley encouraging them to participate.
- City staff, in concert with representatives of the neighborhoods surrounding the stadium and the Ad Hoc Event Advisory Committee, designed and implemented a neighborhood protection plan that emerged successfully after the first full year of activities at the stadium and will continue over the next year with some minor modifications.

- Presentations related to the city's mega events planning efforts have been made to Arizona City County Management Association, a Restaurant & Hospitality Summit hosted by Jobing.com, the Local Chapter of the International Right of Way Association, the Citizens Advisory Commission on Neighborhoods and to attendees at various Council district meetings over the last 18 months.
- Approximately 300 citizens attended the Glendale's Got Game Community Open House on March 25, 2006 at the Civic Center to learn more about the upcoming events and the roles of the city's partners including the Arizona Cardinals, Fiesta Bowl, AZSTA, Global Spectrum, and the Arizona Super Bowl XLII Host Committee.

## *Policy Guidance*



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This is an information item only.



CITY OF GLENDALE

# Council Communication

## Workshop Agenda

09/18/2007

Item No. 2

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Julie Frisoni, Marketing and Communications Director  
Cathy Gorham, Director of City Manager Relations  
Craig Tindall, City Attorney

SUBJECT: [SPECIAL EVENTS ORDINANCE](#)

### *Purpose*

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- This is a request for City Council to provide guidance on a draft Special Events Ordinance that includes provisions to simplify and consolidate different sections of the code for ease of permitting and understanding by the customer or client wanting to hold a special event in Glendale.

### *Council Strategic Goals or Key Objectives Addressed*

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- Revisions to the Special Events Ordinance address Council goals of providing high quality services to citizens and strong neighborhoods by enabling the city to make adequate preparations for events, recouping costs associated with providing services, and protecting the health, safety and welfare of Glendale residents and visitors.

### *Background*

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- A cross-departmental team, charged with reviewing all city codes that have some relationship to special events, worked with the City Attorney's Office on development of a revised Special Events Ordinance.
- Additionally, based on research where other cities have hosted events of national significance, this revised ordinance – in conjunction with the city's zoning ordinance - will provide the City Manager with the administrative tools necessary to address last minute pop-up events and potential ambush marketing activities.

## *Community Benefit*

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- Community organizations, event promoters, and citizens will benefit from a clearly defined special events application process that promotes the health, safety and welfare of all involved.

## *Policy Guidance*

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- Staff is seeking guidance from the Council on bringing the special events ordinance to an evening meeting for action.